

Table 1 : Value index and value of retail sales by broad type of retail outlet for August and September 2011

Broad type of retail outlet	Value Index of Retail Sales (Points) (Average of monthly indices from Oct. 2009 to Sep. 2010 = 100)		Value of Retail Sales ⁽²⁾ (HK\$ million)		Percentage Change (%)		
	Aug 2011 (Revised figures)	Sep 2011 (Provisional figures)	Aug 2011 (Revised figures)	Sep 2011 (Provisional figures)	Aug 2011 over Aug 2010	Sep 2011 over Sep 2010	Jan - Sep 2011 over Jan - Sep 2010
<u>All retail outlets</u>	132.4	120.6	34,259	31,198	+29.0	+24.1	+25.4
<u>By broad type of retail outlet</u>							
Food, alcoholic drinks and tobacco (other than supermarkets)	110.8	117.8	2,842	3,022	+14.8	+2.9	+6.5
• Fish, livestock and poultry, fresh or frozen	94.5	94.7	734	736	+7.3	+4.8	+3.4
• Fruits and vegetables, fresh	114.2	106.2	202	188	+1.5	+0.6	+2.3
• Bread, pastry, confectionery and biscuits	128.1	193.3	693	1,046	+37.0	-1.9	+11.4
• Other food, not elsewhere classified	101.0	78.5	688	535	-2.7	-8.8	-1.0
• Alcoholic drinks and tobacco	135.0	132.9	526	518	+38.3	+30.2	+20.5
Supermarkets⁽¹⁾	120.5	120.2	3,637	3,627	+14.2	+15.5	+12.2
Fuels	125.6	122.9	871	851	+18.4	+15.0	+15.5
Clothing, footwear and allied products	123.9	111.3	4,143	3,722	+32.8	+33.0	+29.5
• Wearing apparel	122.1	113.0	3,517	3,253	+35.0	+35.8	+30.1
• Footwear, allied products and other clothing accessories	134.5	100.8	626	469	+21.5	+16.6	+26.2
Consumer durable goods	148.5	135.6	5,956	5,438	+33.6	+19.6	+28.0
• Motor vehicles and parts	119.9	123.1	1,313	1,348	+18.6	+22.1	+12.6
• Electrical goods and photographic equipment	157.1	140.7	3,146	2,817	+45.2	+25.7	+33.8
• Furniture and fixtures	115.7	112.1	662	642	+0.8	-2.2	+9.5
• Other consumer durable goods, not elsewhere classified	245.6	185.6	835	631	+58.5	+15.3	+73.0
Department stores	119.3	105.9	3,136	2,782	+23.6	+21.6	+21.4
Jewellery, watches and clocks, and valuable gifts	168.0	147.2	7,904	6,925	+53.2	+51.0	+50.9
Other consumer goods	117.7	98.5	5,770	4,831	+17.8	+17.9	+17.5
• Books, newspapers, stationery and gifts	137.0	83.6	730	445	+1.9	+1.0	+4.8
• Chinese drugs and herbs	125.8	100.4	434	346	+17.9	+6.3	+15.1
• Optical shops	128.1	95.4	224	167	+18.5	+14.9	+15.9
• Medicines and cosmetics	118.2	104.9	2,293	2,036	+19.0	+19.0	+22.0
• Other consumer goods, not elsewhere classified	109.4	96.1	2,089	1,836	+23.1	+24.6	+17.1

(1) These figures do not include retail sales in supermarket sections of department stores. Supplementary statistics that include such sales are shown below :

<i>Supermarkets and supermarket sections of department stores</i>	<i>119.4</i>	<i>120.0</i>	<i>3,944</i>	<i>3,965</i>	<i>+14.5</i>	<i>+15.4</i>	<i>+12.2</i>
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(2) The sum of individual items might not add up to the respective total because of rounding.

Table 2 : Volume index of retail sales by broad type of retail outlet for August and September 2011

Broad type of retail outlet	Volume Index of Retail Sales (Points) (Average of monthly indices from Oct. 2009 to Sep. 2010 = 100)		Percentage Change (%)		
	Aug 2011 (Revised figures)	Sep 2011 (Provisional figures)	Aug 2011 over Aug 2010	Sep 2011 over Sep 2010	Jan - Sep 2011 over Jan - Sep 2010
<u>All retail outlets</u>	124.7	111.8	+20.7	+15.2	+19.2
<u>By broad type of retail outlet</u>					
Food, alcoholic drinks and tobacco (other than supermarkets)	96.0	101.0	+0.3	-9.5	-4.5
• Fish, livestock and poultry, fresh or frozen	79.5	77.6	-9.5	-12.6	-9.7
• Fruits and vegetables, fresh	106.1	96.6	-6.0	-4.0	-3.7
• Bread, pastry, confectionery and biscuits	116.5	173.0	+26.5	-9.3	+3.2
• Other food, not elsewhere classified	88.6	68.0	-13.6	-19.0	-9.2
• Alcoholic drinks and tobacco	109.2	107.5	+12.3	+6.2	+2.4
Supermarkets⁽¹⁾	110.7	110.7	+5.0	+7.4	+5.1
Fuels	106.8	103.7	+2.6	-0.9	+1.5
Clothing, footwear and allied products	120.0	104.9	+22.4	+21.2	+20.9
• Wearing apparel	118.2	106.1	+23.6	+23.1	+20.9
• Footwear, allied products and other clothing accessories	131.3	97.2	+16.1	+9.9	+20.5
Consumer durable goods	155.7	141.1	+37.9	+22.4	+31.5
• Motor vehicles and parts	114.6	116.2	+13.8	+16.1	+8.1
• Electrical goods and photographic equipment	171.2	153.3	+53.7	+33.0	+41.7
• Furniture and fixtures	112.3	108.7	-1.4	-4.3	+7.1
• Other consumer durable goods, not elsewhere classified	270.3	203.5	+69.3	+21.7	+84.7
Department stores	114.6	100.8	+17.4	+14.6	+15.9
Jewellery, watches and clocks, and valuable gifts	144.6	122.7	+33.5	+28.9	+36.1
Other consumer goods	115.1	95.4	+15.2	+14.5	+16.7
• Books, newspapers, stationery and gifts	134.3	80.5	+0.1	-2.1	+3.0
• Chinese drugs and herbs	113.5	90.5	+8.3	-1.9	+7.1
• Optical shops	122.9	91.5	+15.1	+10.8	+12.6
• Medicines and cosmetics	113.5	100.9	+15.6	+15.7	+18.3
• Other consumer goods, not elsewhere classified	111.0	95.1	+22.3	+21.8	+20.8

(1) These figures do not include retail sales in supermarket sections of department stores. Supplementary statistics that include such sales are shown below :

<i>Supermarkets and supermarket sections of department stores</i>	<i>110.1</i>	<i>110.9</i>	<i>+5.5</i>	<i>+7.4</i>	<i>+5.3</i>
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Table 3 : Movement of the volume of total retail sales, July 2010 to September 2011

Original Series		Seasonally Adjusted Series		
Year / Month	Year-on-year rate of change (%)	3 months ending Year / Month	Compared with the 3 months ending Year / Month	Rate of change ⁽¹⁾⁽²⁾ (%)
2010 Jul	+16.2	2010 Jul	2010 Apr	+2.3
Aug	+14.9	Aug	May	+3.0
Sep	+15.8	Sep	Jun	+4.9
Oct	+19.2	Oct	Jul	+5.7
Nov	+15.1	Nov	Aug	+6.3
Dec	+16.0	Dec	Sep	+5.9
2011 Jan	+24.2	2011 Jan	Oct	+4.1
Feb	+4.8	Feb	Nov	+3.3
Mar	+20.6	Mar	Dec	+4.0
Apr	+21.9	Apr	2011 Jan	+5.4
May	+21.1	May	Feb	+7.4
Jun	+22.2	Jun	Mar	+5.6
Jul	+22.4	Jul	Apr	+5.3
Aug	+20.7	Aug	May	+3.5
Sep	+15.2*	Sep	Jun	+2.8*

* Provisional figures.

- (1) The rate of change is calculated by comparing the monthly average index for the 3-month period ending the month in question with that for the preceding 3-month period, e.g. the rate for the 3 months ending Jun. 2011 is the percentage change of the average monthly index for Apr., May and Jun. 2011 compared with the average monthly index for Jan., Feb. and Mar. 2011.
- (2) The seasonally adjusted series is compiled using the X-12 ARIMA method, which is a standard method applied in compiling seasonally adjusted statistical data series. For retail sales index, the seasonally adjusted series for the preceding three years are revised each year when the figures for January are published.